



WXYZ

ORDER

Print Date 11/02/12 Page 1 of 4

Flight Dates **11/01/12-11/06/12**

Contract / Revision **316408 /**

Original Date / Revision
10/31/12 11/01/12

Advertiser **Obama / Democrat / Preside**

Agency **GMMB Inc**

Buying Contact

**1010 Wisconsin Avenue - Suite #80
Washington, DC 20007**

Product

Obama for America

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue - Suite #80
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **2307**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share 25% Market Value 446400

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WADL	%	0
WDIV	25%	111600
WDWB	%	0
WJBK	25%	111600
WKBD	%	0
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	25%	111600

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	51	\$94,860.00	\$111,600.00	0.00
Totals	51	\$94,860.00	\$111,600.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	51	\$94,860.00	\$111,600.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	11/01/12	11/02/12	430 AM News 7 Action News This Morni	CM	430a-5a	---TF--	:30	1	\$125.00	P-4	0.00 NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---TF--		1		\$125.00		0.00				
N 2	WXYZ	11/05/12	11/06/12	430 AM News 7 Action News This Morni	CM	430a-5a	MT-----	:30	2	\$125.00	P-4	0.00 NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	MT-----		2		\$125.00		0.00				
N 3	WXYZ	11/01/12	11/02/12	5am News M-F 5am News M-F	CM	5-6am M-F	---TF--	:30	2	\$500.00	P-3	0.00 NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



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Print Date: 11/02/12

Page 2 of 4

Contract / Revision **316408** Flight Dates **11/01/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/31/12/ 11/01/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **Obama for America**

Estimate # **2307**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WXYZ	11/01/12	11/02/12	5am News M-F 5am News M-F	CM	5-6am M-F	---TF--	:30	2	\$500.00	P-3	0.00 NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	---TF--					2	\$500.00		0.00		
N 4	WXYZ	11/05/12	11/06/12	5am News M-F 5am News M-F	CM	5-6am M-F	MT-----	:30	3	\$500.00	P-3	0.00 NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	MT-----					3	\$500.00		0.00		
N 5	WXYZ	11/01/12	11/02/12	6am News M-F Action News 6am	CM	6-7am M-F	---TF--	:30	2	\$1,100.00	P-2	0.00 NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	---TF--					2	\$1,100.00		0.00		
N 6	WXYZ	11/05/12	11/06/12	6am News M-F Action News 6am	CM	6-7am M-F	MT-----	:30	3	\$1,100.00	P-2	0.00 NM	3	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	MT-----					3	\$1,100.00		0.00		
N 7	WXYZ	11/01/12	11/02/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	---TF--	:30	1	\$1,300.00	FX	0.00 NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	---TF--					1	\$1,300.00		0.00		
N 8	WXYZ	11/05/12	11/06/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	MT-----	:30	2	\$1,300.00	FX	0.00 NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	MT-----					2	\$1,300.00		0.00		
N 9	WXYZ	11/03/12	11/03/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$225.00	P-4	0.00 NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----S-					1	\$225.00		0.00		
N 10	WXYZ	11/04/12	11/04/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$800.00	FX	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----S					1	\$800.00		0.00		
N 11	WXYZ	11/04/12	11/04/12	This Week SUN 10am This Week SUN 10am	CM	Sun 10-11am	-----S	:30	1	\$2,450.00	P-3	0.00 NM	1	\$2,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----S					1	\$2,450.00		0.00		
N 12	WXYZ	11/01/12	11/02/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	---TF--	:30	1	\$1,000.00	FX	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	---TF--					1	\$1,000.00		0.00		
N 13	WXYZ	11/05/12	11/06/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	MT-----	:30	3	\$1,000.00	FX	0.00 NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	MT-----					3	\$1,000.00		0.00		
N 14	WXYZ	11/01/12	11/02/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	---TF--	:30	2	\$1,200.00	P-2	0.00 NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	---TF--					2	\$1,200.00		0.00		
N 15	WXYZ	11/01/12	11/02/12	5p News 5-6pm M-F	CM	5-6pm M-F	---TF--	:30	1	\$1,500.00	P-2	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	---TF--					1	\$1,500.00		0.00		



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Page 3 of 4

Contract / Revision **316408** Flight Dates **11/01/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/31/12/ 11/01/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **Obama for America**

Estimate # **2307**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N15	WXYZ	11/01/12	11/02/12	5p News 5-6pm M-F	CM	5-6pm M-F	---TF--	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---TF--					1	\$1,500.00		0.00			
N16	WXYZ	11/05/12	11/05/12	5p News 5-6pm M-F	CM	5-6pm M-F	M-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,500.00		0.00			
N17	WXYZ	11/01/12	11/02/12	6p News 6-630pm M-F	CM	6-630pm M-F	---TF--	:30	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---TF--					1	\$2,000.00		0.00			
N18	WXYZ	11/05/12	11/05/12	6p News 6-630pm M-F	CM	6-630pm M-F	M-----	:30	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$2,000.00		0.00			
N19	WXYZ	11/01/12	11/02/12	7p News M-F 7-730p	CM	7-730pm M-F	---TF--	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---TF--					1	\$1,800.00		0.00			
N20	WXYZ	11/05/12	11/05/12	7p News M-F 7-730p	CM	7-730pm M-F	M-----	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,800.00		0.00			
N21	WXYZ	11/04/12	11/04/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$1,200.00		0.00			
N22	WXYZ	11/01/12	11/02/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	---TF--	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---TF--					1	\$2,400.00		0.00			
N23	WXYZ	11/03/12	11/03/12	Early News Sa 7p (Foll Sa 7-8p	CM	7pm Sat	-----S-	:30	1	\$700.00	P-4	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$700.00		0.00			
N24	WXYZ	11/05/12	11/05/12	MO 8-10pm Dancing MO 8-10pm Dancing	CM	8-10p	M-----	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$10,000.00		0.00			
N25	WXYZ	11/02/12	11/02/12	Friday Prime C Friday Prime C	CM	10-11pm Friday	----F--	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$6,000.00		0.00			
N26	WXYZ	11/01/12	11/04/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	---TFSS	:30	3	\$2,500.00	P-3	0.00	NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---TFSS					3	\$2,500.00		0.00			
N27	WXYZ	11/01/12	11/02/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M--	---TF--	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WXYZ

Print Date: 11/02/12

Page 4 of 4

Contract / Revision **316408** Flight Dates **11/01/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/31/12/ 11/01/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **Obama for America**

Estimate # **2307**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N27	WXYZ	11/01/12	11/02/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am	M--TF--	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	---TF--		2				\$350.00		0.00			
N28	WXYZ	11/05/12	11/05/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am	M-M-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$350.00		0.00			
N29	WXYZ	11/05/12	11/05/12	MO 8-10pm Dancing MO 8-10pm Dancing	CM	8-10p	M-----	:30	1	\$20,000.00	FX	0.00	NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$20,000.00		0.00			
N30	WXYZ	11/03/12	11/03/12	ABC College Ftbal 330-7p ABC's Clge Ftbl 330-7pm	CM	330-7pm	-----S-	:30	1	\$14,000.00	FX	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		1				\$14,000.00		0.00			
N31	WXYZ	11/04/12	11/04/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm	M-Sun-----S	:30	2	\$5,000.00	FX	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		2				\$5,000.00		0.00			
N32	WXYZ	11/06/12	11/06/12	6am News M-F Action News 6am	CM	6-7am M-F	-T-----	:30	2	\$1,300.00	FX	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	-T-----		2				\$1,300.00		0.00			
N33	WXYZ	11/06/12	11/06/12	12-1pm M-F 12-1pm	CM	12-1pm	-T-----	:30	2	\$1,100.00	FX	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	-T-----		2				\$1,100.00		0.00			
N34	WXYZ	11/05/12	11/05/12	M-F 3p-4p M-F 3p-4p	CM	3-4pm M-F	M-----	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$1,200.00		0.00			
Totals														51	\$111,600.00